

PROGRAM TITLE: Blend Component Studies

PROGRAM OBJECTIVES:

To monitor the physical and chemical properties of the individual components making up a cigarette blend. Also, to determine the effects on blend characteristics (e.g., filling power) resulting from changes in components.

PROGRAM APPROACH AND TIMING:

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| A. Complete Blend Component Study V | 1st Qtr., '78 |
| B. Resolve differences in CV level between Westab QC and R&D. | 2nd Qtr., '78 |
| C. Install improved air conditioning system in the Materials Evaluation Facility. | 2nd Qtr., '78 |
| D. Evaluate new or modified blend components as required. | Continuing |

STRATEGY CATEGORY:

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| Technical Services to Other Departments | 50% |
| Improvement of Established Brands | 25% |
| Cost Savings | 25% |

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